

RESOLUTION NO. 2011-156

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
LODI CONFIRMING THE 2011 ANNUAL REPORT FOR THE
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1
AND LEVY OF ASSESSMENT

=====

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report, as required by Streets and Highways Code §36533, has been submitted to the City Council by the Board of Directors of said Improvement Area; and

WHEREAS, a public hearing was held as required by Streets and Highways Code §36535 on October 5, 2011, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 pm., or as soon thereafter as possible, to consider protests to the assessment levy.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

- 1) The required public hearing was duly held, at which time the public was allowed to present written or oral protests to the levy of assessment for Downtown Lodi Business Improvement Area No. 1.
- 2) A majority protest as defined in the Streets and Highways Code §36525 was not made.
- 3) The 2011-12 Annual Report as submitted on August 17, 2011, by the Board of Directors of the Improvement Area to the City Council is hereby confirmed as originally filed and attached hereto.
- 4) The confirmation of the report and adoption of this resolution constitutes the levy of the assessment as contained in the Annual Report for the calendar year 2012.

Date: October 5, 2011

=====

I hereby certify that Resolution No. 2011-156 was passed and adopted by the Lodi City Council in a regular meeting held October 5, 2011, by the following vote:

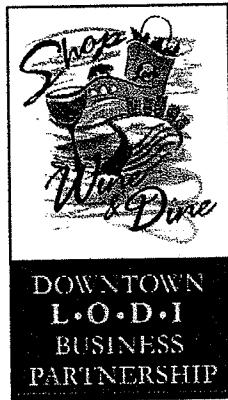
AYES: COUNCIL MEMBERS – Hansen, Katzakian, Mounce, Nakanishi,
and Mayor Johnson

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk



DOWNTOWN LODI BUSINESS PARTNERSHIP 2011 ANNUAL REPORT

B.I.D. INFORMATION

California Streets and Highway Code Requirements
Articles of Incorporation
Benefit Fee Schedule
Map of Zoned Business Improvement District
Mission Statement

BUDGET & FINANCIALS

Funding & Expense Flow Chart
2011 Proposed Budget
2010 Balance Sheet
2010 Profit & Loss Statement
2011 2nd Quarter Balance Sheet
2011 2nd Quarter Profit & Loss Statement

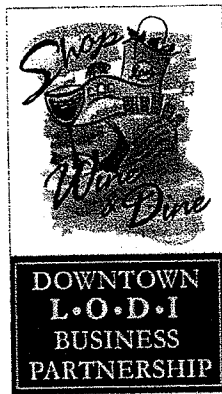
DOWNTOWN EVENTS

2011 & 2012 Calendar of Events
Event Highlights

DOWNTOWN MARKETING & CAMPAIGNS

Marketing Activities and Plans
DLBP Marketing Material

*Prepared by Jaime Watts, Executive Director
& Nancy Byer-Hauan, President*



August 9, 2011

Mr. Rad Bartlam, City Manager
City of Lodi
221 W. Pine Street
Lodi, CA 95240

Re: DLBP Annual Report 2011

Dear Mr. Bartlam,

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you by September of each year our annual report and budget.

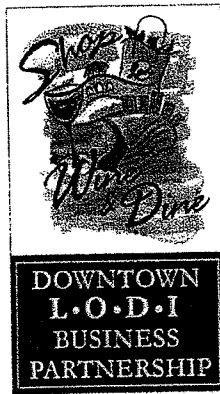
In addition, the State of California Streets and Highways code, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you with eight copies, five for the City Council, one for the City Clerk, one for the City Attorney and one for yourself.

Thank you for your continued support.

Sincerely,

Jaime Watts, Executive Director
Downtown Lodi Business Partnership



2011 ANNUAL REPORT

Items listed below refer to Section 36533(b) of the California Streets and Highway Code:

No changes in boundaries of benefit zones within the area are proposed.

No physical improvements are planned.

Budget for the 2011 calendar year is enclosed.

The budget details all sources of income and projected expenses.

A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed.

2038309
ENDORSED
FILED

In the office of the Secretary of State
of the State of California

MAR 31 1998

Bill Jones
BILL JONES, Secretary of State

ARTICLES OF INCORPORATION OF
DOWNTOWN LODI BUSINESS PARTNERSHIP
A California Nonprofit Mutual Benefit Corporation

One: The name of the corporation is Downtown Lodi Business Partnership (A California Nonprofit Mutual Benefit Corporation).

Two: This corporation is a nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in any lawful act or activity for which a corporation may be organized under such law.

Such purposes for which this corporation is formed are to promote and improve the downtown Lodi business area, to generally improve business conditions in the downtown area, and to generally enhance the downtown area of the City of Lodi. Notwithstanding any other provision of these articles, this corporation shall not engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

Three: The name and address of the corporation's initial agent for service of process is Ronald M. Beckman, Esq., 111 N. Church Street, Lodi, California, 95240.

Four: The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.

Five: No part of the net earnings of the corporation shall inure to the benefit of any member or private shareholder, as defined for purposes of Section 501 (c) (5) of the Internal Revenue Code of 1954.

Dated: March 31, 1998

Ronald M. Beckman

Ronald M. Beckman, Incorporator





DOWNTOWN
L.O.D.I
BUSINESS
PARTNERSHIP

DOWNTOWN LODI BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE B
Retailers/Restaurants*	\$240 (1-3 Employees)	\$120
	\$360 (4-6 Employees)	\$180
	\$480 (7+ Employees)	\$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

**Note: Retail and restaurant businesses are assessed based on the number of employees - either full-time, or the equivalent made up of multiple employees.*

BUSINESS TYPE DEFINITIONS:

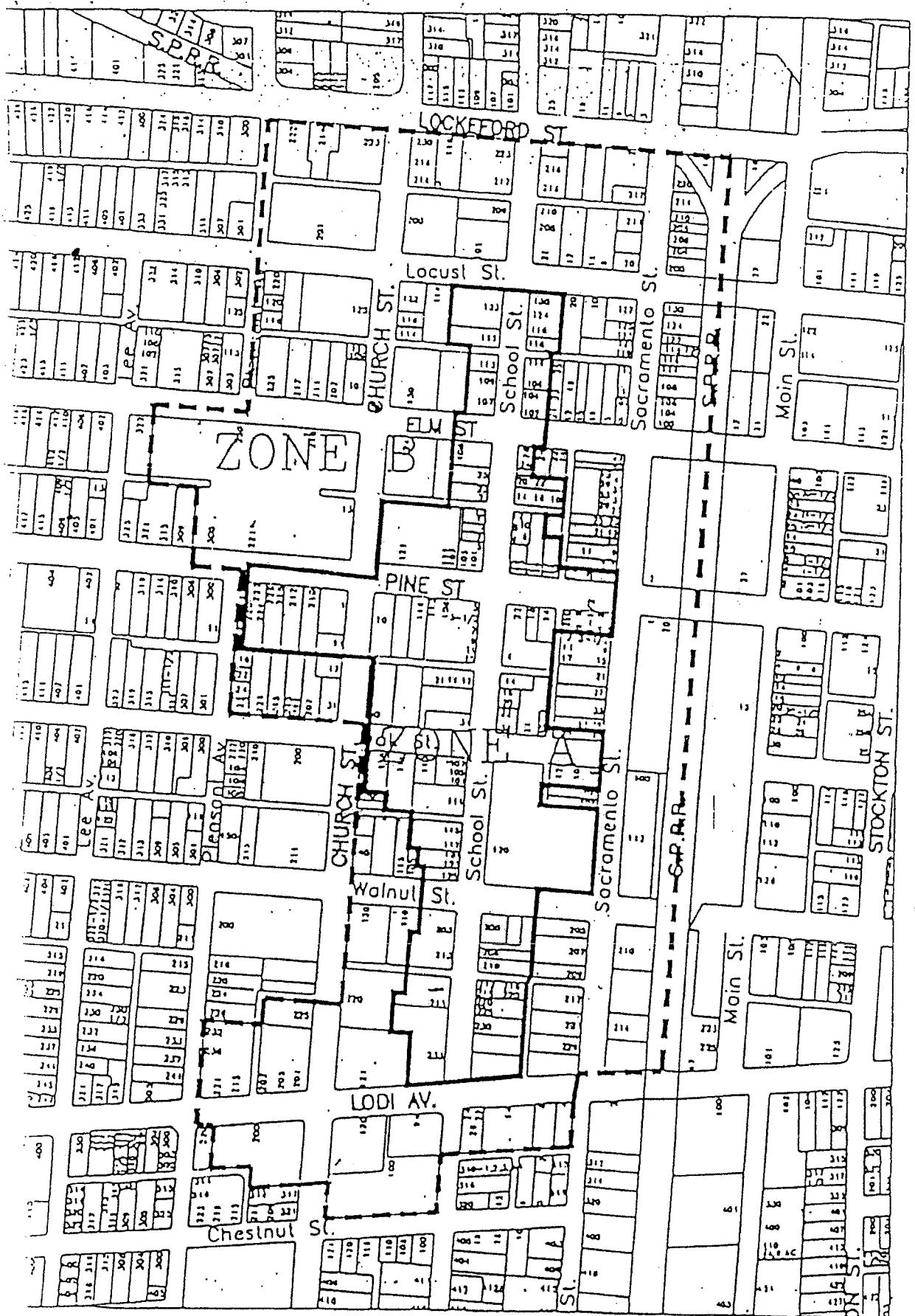
Retail and Restaurant – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

Service Businesses – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

Professional Businesses – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses which require advanced or specialized licenses, and/or advanced academic degrees.

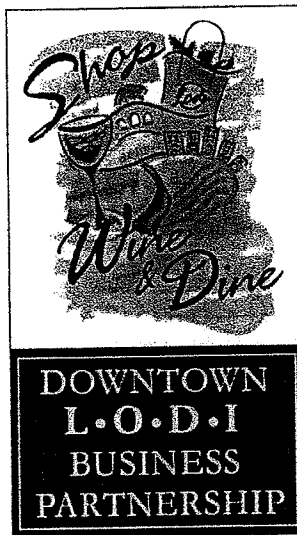
Financial Institutions – Includes banking and savings and loan institutions, as well as credit unions, etc.

Downtown Lodi Business Partnership
4 West Pine Street, Lodi, California 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com



DOWNTOWN LODI BUSINESS PARTNERSHIP

EXHIBIT D



MISSION STATEMENT

The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants, is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi, and to maintain its economic health on an on-going basis.

This will be accomplished by:

- Encouraging development of new businesses, while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and downtown events
- Serving as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public

4 West Pine Street, Lodi, Ca 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com

**DLBP
Member
Assessments**
(approx \$35,000)

**City of Lodi
Annual
Funding**
(approx \$24,225)

**DLBP
Revenue
Generating
Activities**



**DOWNTOWN
L.O.D.I
BUSINESS
PARTNERSHIP**

Administration

Marketing

Events

Beautification

Downtown Lodi Business Partnership

Proposed Budget

January 1, 2011 through December 31, 2011

Income

Assessment Fees	35000.00
City of Lodi	24225.00
Event Revenue	
Farmers Market	74500.00
Parade of Lights	11775.00
Street Banner Program	1500.00
Passport Promotions	1000.00
Miscellaneous Events & Sales	<u>2000.00</u>

Total Income

150,000.00

Expenses

Administrative	
Director's Salary	47100.00
Staff Wages	2000.00
Payroll Taxes	4500.00
Contract Labor	5000.00
Event Commission	5900.00
Insurance	10000.00
Professional Fees	3000.00
Rent	4800.00
Storage	780.00
Office Supplies	3500.00
Office Equipment	1000.00
Bank & Merchant Fees	500.00
Postage	300.00
Utilities (phone, internet, alarm, etc.)	5000.00
Marketing Expenses	
Advertising, Marketing & Promotions	2900.00
Travel	800.00
Public Relations	600.00
Seminars & Conferences	500.00
Website	2000.00
Membership Expenses	
Newsletters	300.00
Quarterly Mixers	200.00
Plaques & Trophies	200.00
Sunshine Committee	200.00

Revitalization Expenses	
Downtown Beautification & Flowers	1000.00
Kiosks (maps, printing, maintenance)	1500.00
Event Expenses	
Farmers Market	40500.00
Parade of Lights	2000.00
Street Banner Program	525.00
Community Trick-or-Treat & Fall Fest	500.00
Winterfest	2000.00
Passport Promotions	200.00
Miscellaneous Events & Sales	<u>895.00</u>
Total Expenses	150,000.00

Downtown Lodi Business Partnership
Balance Sheet
As of December 31, 2010

Cash Basis

	<u>Dec 31, 10</u>
ASSETS	
Current Assets	
Checking/Savings	196.40
Farmers Savings	1,188.25
Farmers & Merchants Bank	-200.15
Petty Cash	<u> </u>
Total Checking/Savings	1,183.50
Accounts Receivable	475.00
Accounts Receivable	<u> </u>
Total Accounts Receivable	475.00
Total Current Assets	1,658.50
Fixed Assets	
Office Equipment	12,959.98
Furniture & Fixtures	2,712.99
Accumulated Depreciation	-9,985.63
Total Fixed Assets	<u>5,687.34</u>
TOTAL ASSETS	<u><u>7,345.84</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	-10.30
Accounts Payable	<u> </u>
Total Accounts Payable	-10.30
Credit Cards	
Card Services - Visa	2,521.12
Total Credit Cards	<u>2,521.12</u>
Total Current Liabilities	<u>2,510.82</u>
Total Liabilities	2,510.82
Equity	
Retained Earnings	4,031.20
Net Income	803.82
Total Equity	<u>4,835.02</u>
TOTAL LIABILITIES & EQUITY	<u><u>7,345.84</u></u>

Downtown Lodi Business Partnership Profit & Loss

January through December 2010

Cash Basis

	Jan - Dec 10
Downtown Beautification - Other	429.88
Total Downtown Beautification	490.82
Kiosk Update	1,281.18
Total Revitalization	1,772.00
Event Expenses	
Refunds	837.50
Advertising	3,982.69
Awards/Banners/Posters	348.83
Beverage Expense	40,199.47
Entertainment	7,748.38
Equipment Rental	624.18
Labor/Repairs	5,906.16
License/Permits/Inspection	2,293.90
Mileage & Meetings	533.15
Other Expense	360.00
Postage & Delivery	644.98
Marketing / Promotions	1,465.67
Signage	468.95
Sanitation	1,873.53
Supplies	4,505.66
Total Event Expenses	71,793.05
Total Expense	189,852.67
Net Ordinary Income	803.82
Net Income	803.82

Downtown Lodi Business Partnership Profit & Loss

January through December 2010

Cash Basis

	Jan - Dec 10
Ordinary Income/Expense	
Income	
Member Assessment Fees	37,712.00
City of Lodi Funds	35,825.00
Event Revenue	
Advertising & Promotion Revenue	950.00
Beverage Sales	44,591.49
Parade Entry Fees	9,285.00
Sponsorship	19,285.75
Vendor Fee	40,546.00
Other Income	1,843.00
Total Event Revenue	116,501.24
IRS Refund Income	118.25
Friends of Downtown	500.00
Total Income	190,656.49
Expense	
Administrative Expenses	
Advertising	55.79
Bank Service Charges	1,545.18
Contract Labor	3,742.00
Dues and Subscriptions	451.00
Insurance-D & O and State Fund	1,975.74
Insurance - Events Liability	5,778.59
Interest	331.10
Licenses & Permits	185.00
Office Maintenance & Repairs	1,019.91
Office Supplies	11,363.22
Payroll Expenses	
Director's Wages	49,607.79
Staff Wages	10,508.92
Payroll Taxes	10,763.89
Cell Phone	1,500.00
Total Payroll Expenses	72,380.60
Penalties	1,422.26
Professional Fees	
Accounting/Payroll Fees	563.00
Total Professional Fees	563.00
Rent	3,955.00
Taxes	75.00
Utilities	6,506.50
Total Administrative Expenses	111,349.89
Marketing Expenses	
Advertising & Promotions	755.67
Annual Banner Program	1,102.50
Advertising & Promotions - Other	1,858.17
Total Advertising & Promotions	3,716.34
Mileage & Meetings	109.32
Public Relations	959.18
Website	1,177.19
Total Marketing Expenses	4,103.86
Membership	
Postage and Delivery	352.26
Quarterly Mixers	82.22
Sunshine Committee	399.39
Total Membership	833.87
Revitalization	
Downtown Beautification Supplies	60.94

2:31 PM
08/05/11
Cash Basis

Downtown Lodi Business Partnership
Balance Sheet
As of June 30, 2011

	Jun 30, 11
ASSETS	
Current Assets	
Checking/Savings	
Farmers Savings	3,580.47
Farmers & Merchants Bank	4,981.52
Petty Cash	455.74
Total Checking/Savings	9,017.73
Accounts Receivable	
Accounts Receivable	-350.00
Total Accounts Receivable	-350.00
Other Current Assets	
Undeposited Funds	-305.00
Total Other Current Assets	-305.00
Total Current Assets	8,362.73
Fixed Assets	
Office Equipment	12,959.98
Furniture & Fixtures	2,712.99
Accumulated Depreciation	-9,985.63
Total Fixed Assets	5,687.34
TOTAL ASSETS	14,050.07
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	1,872.82
Total Other Current Liabilities	1,872.82
Total Current Liabilities	1,872.82
Total Liabilities	1,872.82
Equity	
Retained Earnings	-1,103.10
Net Income	13,280.35
Total Equity	12,177.25
TOTAL LIABILITIES & EQUITY	14,050.07

2:27 PM
08/05/11
Cash Basis

Downtown Lodi Business Partnership

Profit & Loss

January through June 2011

Jan - Jun 11

Ordinary Income/Expense	
Income	
Member Assessment Fees	39,163.00
City of Lodi Funds	7,125.00
Event Revenue	
Advertising & Promotion Revenue	1,324.10
Beverage Sales	13,073.32
Parade Entry Fees	60.00
Sponsorship	16,200.00
Vendor Fee	24,930.00
Other Income	4,620.00
Total Event Revenue	60,207.42
TNT Fireworks	2,587.38
Return Check Charge	621.00
Friends of Downtown	250.00
Total Income	109,953.80
Expense	
Administrative Expenses	
Bank Service Charges	
Merchant Fees	240.00
Bank Service Charges - Other	204.02
Total Bank Service Charges	444.02
Contract Labor	3,854.00
CC Negotiated Settlement	-1,512.67
Dues and Subscriptions	51.00
Equipment Lease	2,737.14
Insurance-D & O and State Fund	672.00
Insurance - Events Liability	3,063.44
Interest	37.46
Licenses & Permits	20.00
Office Maintenance & Repairs	288.29
Office Supplies	2,501.50
Payroll Expenses	
Director's Wages	31,177.90
Payroll Taxes	8,326.47
Total Payroll Expenses	39,504.37
Postage	329.00
Professional Fees	
Accounting/Payroll Fees	1,342.00
Total Professional Fees	1,342.00
Rent	
Storage	390.00
Rent - Other	4,200.00
Total Rent	4,590.00
Security	550.00
Sponsorship Sales Commission	2,250.00
Taxes	50.00
Telephone/Internet	1,438.89
Total Administrative Expenses	62,210.44
Prior Years Taxes	0.00
Marketing Expenses	
Advertising & Promotions	
Annual Banner Program	179.44
Total Advertising & Promotions	179.44
Public Realitions	340.00
Website	1,276.39
Total Marketing Expenses	1,795.83

2:27 PM

08/05/11

Cash Basis

Downtown Lodi Business Partnership
Profit & Loss
January through June 2011

	Jan - Jun 11
Membership	
Plaques & Trophies	283.55
Postage and Delivery	259.84
Total Membership	543.39
Revitalization	
Downtown Beautification	
Supplies	555.73
Labor/Repairs	100.00
Downtown Beautification - Other	100.00
Total Downtown Beautification	755.73
Kiosk Update	472.13
Total Revitalization	1,227.86
Event Expenses	
Awards/Banners/Posters	79.71
Beverage Expense	15,227.45
Entertainment	3,900.00
Equipment Rental	53.00
Labor/Repairs	1,683.14
License/Permits/Inspection	2,075.05
Postage & Delivery	10.95
Marketing / Promotions	188.00
Signage	2,547.35
Sanitation	3,721.01
Supplies	1,410.27
Total Event Expenses	30,895.93
Total Expense	96,673.45
Net Ordinary Income	13,280.35
Net Income	13,280.35



2011 Calendar of Events

Valentine's Day Promotion

"Couples Passport to Downtown Lover's Lane"
Saturday, February 12th

Downtown Farmers Market

Every Thursday beginning
June 2nd through September 29th

6th Annual "Stuck in Lodi" Car Show

Saturday, August 6th

3rd Annual Fall Flavor Fest

"The Best of Downtown's Night Life"
Saturday, October 8th

Downtown Trick-or-Treat & Festival

Saturday, October 29th

16th Annual Parade of Lights

Thursday, December 1st

Downtown Winterfest

Horse Drawn Carriage Rides & Holiday Festivities
Saturdays, November 26th, December 3rd & 10th

2012 Calendar of Events

Valentine's Day Promotion

"Couples Passport to Downtown Lover's Lane"
Saturday, February 11th

Downtown Farmers Market

Every Thursday beginning
June 7th through September 27th

7th Annual "Stuck in Lodi" Car Show

Saturday, August 4th

4th Annual Fall Flavor Fest

"The Best of Downtown's Night Life"
Saturday, October 6th

Downtown Trick-or-Treat & Festival

Saturday, October 27th

17th Annual Parade of Lights

Thursday, December 6th

Downtown Winterfest

Horse Drawn Carriage Rides & Holiday Festivities
Saturdays, November 24th, December 1st, 8th & 15th

Visit www.downtownlodi.com
for detailed event descriptions and more information



2011 Downtown Marketing Program

The Downtown Lodi Business Partnership has three programs that provide marketing opportunities for your business. You can pick and choose any combination that best meets your organization's goals or all three programs at a discounted price!



Annual Banner Attachment Program

Your annual sponsorship includes an attachment banner with your business name, address and phone number. For an additional \$40 you can add your full color logo. Please send a full color, high quality pdf file to jaime@downtownlodi.com. Your banner will be guaranteed a prime location downtown until March 2012. Advertise your business & support downtown!

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> New Sponsorship
DLBP Member
\$250 year | <input type="checkbox"/> New Sponsorship
Non-Member
\$300 year | <input type="checkbox"/> Renewal
DLBP Member
\$200 year | <input type="checkbox"/> Renewal
Non-Member
\$250 year |
| <input type="checkbox"/> Yes! Add my full color logo on both sides of my banner for an additional \$40 | | | |

www.downtownlodi.com web advertisement - 6 month run

The Downtown Lodi Business Partnership has advertising space available on www.downtownlodi.com. The website averages over 20,000 hits per month and is the official site for downtown events and promotions. You can provide your own .jpg artwork that is 430 pixels wide x 60 pixels high, or for an additional \$25 the DLBP will design your advertisement for you. Your web advertisement will run for 6 months. Visit the website and view the banner ads at the bottom for examples. The exposure is priceless!

Website Page linked to www.downtownlodi.com

If you don't have your own website, but want your business highlighted with photos and detailed information, the DLBP can custom design a page for you that links to downtown's website. We will come to your establishment, take photos, gather information and design a page that links to www.downtownlodi.com. If you are a DLBP member, your page will be linked to your business listing under your category, if you are a non-member, your page will be linked to a listing under the "Friends of Downtown" category. For an example of an existing website page visit the website, downtown businesses, category "Specialty Home", McKinley's Frame Shop.

Menu for DLBP Members

- ☐ Banner Program \$_____ (Amount from above)
- ☐ Website Ad \$50 for 6 months
- ☐ Web Ad Design \$25
- ☐ Website Page \$40

Bundle Package for all 3 Programs!

Only \$345 A Savings of \$60!

Includes Full Color Banner Attachment & Web Ad Design

Menu for Non-DLBP Members

- ☐ Banner Program \$_____ (Amount from above)
- ☐ Website Ad \$75 for 6 months
- ☐ Web Ad Design \$25
- ☐ Website Page \$50

Bundle Package for all 3 Programs!

Only \$430 A Savings of \$60!

Includes Full Color Banner Attachment & Web Ad Design

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____ e-mail: _____

Total Amount Enclosed: \$ _____

Comments/Location Request: _____

Return application & payment to **DLBP, P.O. Box 1565, Lodi, CA 95241** or call (209) 369-8052 for more information